

The REPORTER

of Direct Mail Advertising

OFFICE OF WAR INFORMATION

WASHINGTON

January 26, 1945 THE LIBRARY OF THE

FEB 22 1945

Mr. Henry Hoke
17 East 42nd Street
New York 17, New York

UNIVERSITY OF ILLINOIS

Dear Henry:

I have just finished reading your current issue of "The Reporter" devoted to the Overseas Mail program which we are conducting for the Army and Navy.

I want to join with Dick Mathewson, our Program Manager, in thanking you for arranging this meeting, at the "Reporter", of the nation's best minds on the subject of letters and of mail. And through you, we would like to send our sincere appreciation to the people who contributed so much thought, time and talent to this excellent symposium.

Everyone of the letters published, as well as the many you did not have room for but which you made available for our perusal, contain interesting ideas. There are many ideas which we are incorporating into the program, or have passed along to the Army and Navy for use in the Service campaigns on this subject which are coordinated with the OWI Better Mail--V-Mail program. Other suggestions will help us put a high polish on projects already under way. Some of the ideas may, perhaps, be promoted best through local clubs and organizations.

I noted several ideas that are worth a special attention, although it may be physically impossible for Dick's shop to bite them all off and digest them thoroughly along with the other programs he has. So perhaps we can enlist the additional help of a few of the idea-origimators by asking them to become our consultants for a day or two in Washington to help get the project off the ground, and then, in their spare time, later back home, help us keep it winging along. At any rate, let us talk a bit about this when next you are in Washington.

Sincerely yours,

David Frederick
Chief, War Programs



WANTED QUICK!



for Paper Airfields

Add to the list of vital war goods, new emergency airfield runway material made mostly of layers of tar-soaked paper. Also, 52 pounds of paper cover for shipping each Red Cross ambulance. Pulp and paper are said now to go into 700,000 necessities of war. The constantly increasing demand for more paper must be met. Publishers, advertisers, printers can help by urging men to cut wood, and other civilians to salvage every pound of wastepaper. Giving this vital paper drive our continuous participation and support will help shorten the war.



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CONVENTIONS BY MAIL

HERE'S HOW TO ADAPT THE CONVENTION BY MAIL IDEA

Here are typical questions which might be asked by an association secretary, business executive or any person responsible for the planning of a convention-by-mail:

How practical is the convention-by-mail method?

Any conducted before? By whom? Results?

Assuming that conventions-by-mail are practical, how could I conduct one?

Should I use letters, circulars or bulletins?

How many of such mailings could I safely send and yet maintain interest?

How could I get speeches of important men over to members without losing their effectiveness?

How could I inject the personal touch into a convention-by-mail?

These, and other questions that may occur to you, are answered in this report. The information is presented under convenient, general headings for easy reading and ready reference.

1. Holding your convention-by-mail saves vitally needed transportation facilities to move troops and supplies for the war. It enables you to hold your convention without interfering with the all-out effort to win this war as quickly as possible. It enables the Office of Defense Transportation to count on the use of all our available transportation facilities for war needs.

2. Conventions-by-mail save money! Obviously the cost of a printed or processed convention will be far less than the real thing. You will save the cost of hotel rooms, traveling expenses for delegates and speakers and the other normal convention costs. This savings can be earmarked for future use after Victory. What's more, the money now saved can be invested in War Bonds and help in that way to win the war.

3. The theme of your convention can be put across more effectively by mail. Delegates or salesmen are able to read and re-read all the convention material at their convenience, at home or office. It gives them the opportunity to study this material when and where they are able to devote their uninterrupted time to it.

Reporter's Note: National meetings of more than fifty persons have been banned for the duration of the war (unless specifically approved as essential by a special War Convention Committee under the Chairmanship of Col. J. Monroe Johnson, Director of the Office of Defense Transportation).

In February, 1943, the Graphic Arts Victory Committee issued a sixteen-page booklet, "How to Conduct your Convention by Mail." At the time of issuance, the ODT was asking associations to cancel conventions voluntarily. Some did and others didn't. Now . . . it is more than a request. So, Conventions-by-Mail are very much in the news. The GAVC (as soon as the ban became effective) started to work on a revised edition of the previous booklet. Distribution will be made to all associations throughout the country. The supply will be limited. Because of the importance of the subject, we are reprinting in this issue of **THE REPORTER**, a condensed version of the important parts of the booklet. We are printing it in small type . . . as a reference guide. If any of you want to reproduce, feel free to do so.

No clouds of tobacco smoke or noisy hotel lobby gatherings will distract the attention of your delegates or salesmen from the story of your convention in print.

4. You can **EMPHASIZE** what you want put across **DRAMATICALLY** and **EFFECTIVELY** in your convention-by-mail. It is a recognized fact that the best convention material is often lost by the speaker's oratorical dullness or his inability to hold the attention of his audience. This cannot happen in a convention-by-mail. You select the speakers and edit their talks before publication in the convention mailings. No word that is not helpful or of practical value need be permitted to reach your convention's audience.

Important facts can be emphasized by format, attractive layout, printing

in a second color or other devices known to every Direct Mail user and creator.

5. Interest in the theme of your convention can be maintained for a longer period of time when conducting your convention-by-mail. Mailings may be used to arouse and entice interest before the start of the convention. The convention itself can be conducted by releases mailed twice weekly over as long a period of time as is desired or considered practical. After the convention is over, a summary of the entire proceedings may be sent to each delegate for filing and future reference. This gives your convention a permanence impossible to obtain after the two or three days or week of a real convention have passed.

HOW TO PLAN YOUR CONVENTION BY MAIL

Determine the Theme or Objective

As in the real flesh-and-blood convention, every convention-by-mail should have a basic theme or objective underlying the entire program. This may be determined by the association or firm conducting the convention. In some cases, it has been found practical to query the convention guests to learn their interests. A simple questionnaire sent by mail will be effective in finding out what subjects are of greatest interest to the majority.

A business reply envelope or stamped, self-addressed return envelope should always accompany any questionnaire or request for information. The questionnaire itself should be so worded as to encourage direct answers to definite questions and space should be allowed for the recipient to express his general ideas on what should go into the convention-by-mail, what format it should adopt and how frequently it should be mailed to him.

Format and Frequency of Mailings

The physical appearance of your convention-by-mail will probably be the most important single element determining its success or failure. It therefore requires careful, intelligent consideration.

An experienced Direct Mail promotion man or woman should be retained or consulted in the preparation of your convention-by-mail material. Such a person will be able to advise on the format, layout and frequency of mailings. Above all, good showmanship and sound Direct Mail principles should guide the planning of the convention-

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by-mail. As every convention-by-mail will be different, the character of the firm or association will determine the best format to use.

Mailings, for instance, may be in the form of—

- (1) letters
- (2) booklets
- (3) folders
- (4) broadsides
- (5) sheets to fit a ring binder
- (6) bound volume
- (7) trade publication's special convention issue.

The best format seems to be the standard sized 8½" x 11" letterhead size sheet. This does not look too imposing to read; the size itself serving to keep the material concise but readable. At the same time, it is a size which lends itself well to good layout and provides room for photographs and art work.

If a ring binder will be provided to keep the convention releases, the sheets should, of course, be punched to fit such a binder. A filing size folder, specially imprinted, may also be provided for the retention of the convention-by-mail.

Where feasible, special envelopes for each release may be used. It may even be desirable to change the pace, size, style and format of all the mailings. In other cases, one style or format may be repeated throughout the mailings to build up familiarity with the appearance of the convention in the mail. Both procedures are practical. The nature of the individual company or association will indicate the most suitable form.

How shall the material be presented on paper? Letter-press printing, off-set lithography, multigraphed, mimeographed or flat bed processed. All are suitable reproduction methods. Each has a place and purpose. Here again, each convention-by-mail will have to determine which process fits its purpose best.

In many cases, photographs and illustrations serve to heighten interest and liven up the convention-by-mail. When using photographs, action shots are always preferable. If possible, obtain action shots of the convention speakers rather than portraits. Make them as real on the printed page as they would appear on the speaker's platform. Use photos of interesting scenes from previous conventions.

The more different types of illustrations or photographs that can be used, especially created if necessary, the better. Combine line illustrations with halftones. All illustrative features should, naturally, be related to the material of the convention. In general, the successful convention-by-mail is one that is well illustrated.

Releases of your convention-by-mail should be scheduled to best fit the reading time available to your delegates. They should not be too long—

one or two subjects to an issue is generally sufficient—and they should not come too frequently.

Twice a week for five to ten weeks is a good frequency. Other possibilities are (1) once a week for 8 to 12 weeks, (2) three times a month for two or three months, and (3) one mailing in one complete volume.

The latter is the least desirable as it gives the reader too much to absorb at one time. Thus he is apt to put it aside for later reading and never get around to it again. Getting the material one piece at a time requires less effort and makes it easier to read and absorb it.

An advance announcement, possibly two or three, may precede the first release of the convention-by-mail. This should definitely be of a "teaser" nature and serve to stimulate and incite the interest of the reader for the material to follow. It may explain the purposes of the convention; set forth the theme; explain why the convention is being held by mail.

The advance mailings might appropriately carry a message of greeting from the president of the firm or association.

During the convention proper, every device of printed showmanship can be employed to build and sustain interest and attention. If samples of any kind are necessary or helpful to put your message across (and they are not made of critical material)—actual pieces of fabrics, paper, cardboard, etc.—be sure to enclose them in your mailings.

Provide for an exchange of ideas. Perhaps letters from leaders in the field; maybe advertising ideas; possibly production suggestions. Include a "last-minute news" bulletin with each or alternate issues of the regular convention mailings.

Obtaining Convention Speakers

Speakers for your convention-by-mail may be obtained in the same way as for a real convention. They should be leaders in the business, trade or profession and be qualified to deliver messages of interest and importance. Important government officials may also be invited to write "speeches" for your convention-by-mail. Where possible, they will be cooperative in this respect.

Convention planners know only too well that many speeches are convincing and effective because of their delivery by an interesting, forceful speaker. Likewise, other speeches (equally important or of even greater importance) fall flat because of the dullness of the speaker or his inability to hold the interest and attention of his audience.

To be sure the messages and theme of your convention are put over most effectively, careful editing and prep-

aration of the convention material are an essential task. Every word of the convention-by-mail should be skillfully edited for its contribution or importance to the objective of the convention. The material should be analytically read and re-read for the sole purpose of eliminating everything that is impractical or that gives no useful, important or interesting knowledge or information to the reader.

Such a procedure assures maximum interest and attention through the entire convention period. The material will be read because it is not only informative and useful but interesting as well.

The personality and human-interest elements of the real convention should be maintained and accented as much as possible with ink and paper. Words and pictures can be made, if adroitly used, to compensate for the lack of the vital spark of person-to-person contacts of the real convention. Good editing and the use of sound Direct Mail techniques will achieve this result and make for a successful convention-by-mail.

Plan Regular Convention Features

The successful convention-by-mail will adopt the basic pattern of the real flesh-and-blood convention and simply apply effective Direct Mail principles to it to give it interest and substance and genuine value.

Thus every worthwhile feature of the real convention should be included in the convention-by-mail. These will encompass, besides leading speeches, round-table discussions, question-and-answer sessions, departmental or specialized discussion or clinic meetings, election of officers and even entertainment features.

One or more mailings may be devoted to a round-table discussion on subjects of interest to the convention. To one group, manpower may be the chief concern. To another group, conservation of essential materials may be the pressing problem. Another may be concerned mainly with health and community welfare, rationing, transportation or production problems. Whatever the subject, the round-table discussions should carry the ideas and thoughts of representative individuals qualified to discuss them.

With one release, forms may be provided on which questions may be asked. With this mailing a business reply envelope should be enclosed to bring the questions back to convention headquarters. These questions could then be submitted to the various speakers and their answers printed in a subsequent release. This offers the opportunity to inject timeliness and the personal touch into the convention-by-mail.

Officers may also be elected during the convention-by-mail. Printed ballot forms may be included in a re-

"Attractive types create and hold interest"



says **MARY R. TAYLOR**
Agency Secretary-Editor
Jefferson Standard Life Insurance Co.

"Our house publication, *The Jeffersonian*, is designed to inform, inspire, and help our field force. To keep the display attention arresting, I change the type dress with every issue, using such well drawn and striking ATF faces as Lydian Cursive, Onyx, Stymie, Tower, Kaufmann Bold, Commercial Script, and Goudy Oldstyle. There are so many fine ATF display types, it's easy to give our pages variety and a fresh appearance. *The Jeffersonian* has received three awards of excellence by the Southern Round Table of the Life Insurance Advertisers Association, and in 1943 the National Award."



If you want the ATF Red Book of types, or single page showings of individual faces including the complete alphabets, send for them on your letterhead. The specimens shown at the right are the type faces mentioned or used in this advertisement.

AMERICAN TYPE FOUNDERS
200 Elmora Avenue, Elizabeth B, New Jersey



Lydian Cursive
Onyx Tower
Commercial Script
Goudy Oldstyle and Bold
Stymie Bold Condensed
Kaufmann Bold

lease listing all the candidates for the various offices. Here again, a business reply envelope should be used to assure the maximum return of the ballots.

One successful convention-by-mail has even provided entertainment. A "smoker" session was held in the form of a 16-page booklet made up of amusing action photos of well known men on the sales force, cartoons and funny speeches. It is not considered advisable, however, to inject too much incidental humor into the regular convention mailings.

However the convention-by-mail is conducted, plan to send each member a bound copy of the entire proceedings. This means printing enough duplicates of the material for binding, but the effort is considered well worth while. Though the delegate or salesman will probably read the convention-by-mail as it comes to him, he may or may not keep it. Each piece, after being read, may find its way to the waste basket. If, however, after the convention ends, he receives in the mail an attractively bound book, he is most likely to at least glance through it again and keep it on his desk or in his book shelves for ready reference. And it is surprising how often you are liable to want to refer to something that was said at the convention.

Case Histories

Here is the program of a convention-by-mail conducted by a large insurance company. First came a broadside announcement with pictures of the speakers and the program of talks to be delivered. It outlined the purpose of the convention and explained why it was being held by mail.

This was followed by a call to order with a special speech in which the president outlined the purpose of the convention further and then delivered an inspirational talk. Next followed two talks a week for ten weeks. These were delivered by a general company officer or branch manager. They were short discussions of important sales points.

Interspersed among these talks were letters from the president of the National Association of Insurance Agents and the superintendent of the State Insurance Department.

The convention was closed with a letter from the president and the final mailing was a bound volume of the entire proceedings.

Another insurance company has conducted several conventions-by-mail. Here is how one of these conventions was conducted: The first mailing consisted of two reserved seat tickets, one for the salesman and one for his wife, to attend the convention which would follow—in the mails.

The second mailing was an 8-page folder. This contained the introductory

remarks by the convention barker, the theme of the convention being a "circus." The barker, pictured on the cover of the folder, says: "Right this way, Mr. & Mrs. Salesman, for the greatest show of the season! Action starts at once—so have your tickets ready!"

The entire folder carried through the circus pattern. Circus terminology was used to describe quota prizes for salesmen and valuable sales stimulants were offered to the sales force.

In the third mailing, and the nine that followed it, one act from the convention circus was staged. Action, interest, suspense, drama and excitement all served to enliven these mailing pieces. Good showmanship and sound Direct Mail planning were evident throughout this convention. It was highly successful.

An advertising association is still another user of the convention-by-mail. Special envelopes were used in this convention for mailing a numbered series of sixteen releases, two a week. Each release was 8½"x11" in size, printed by offset in black ink on white paper and consisting of from four to sixteen pages. It was liberally illustrated with line drawings and photographs of the speakers, past convention scenes and appropriate spot drawings. One format and style was used throughout the convention.

A feature of this convention was the annual election of officers. The convention met with definite success and it was decided to use the same procedure the following year.

Successful use of the convention-by-mail method was also made recently by a leading electrical lighting firm. For many years fifty or more of the firm's managers and executives had gone annually to a comfortable camping ground in Cleveland for their conferences on things electrical.

This time, instead, the mailman and special messengers brought the annual convention to each member of the firm. At six o'clock on the Sunday evening originally set as the opening of the meeting, a messenger arrived at the "camper's" home. He handed him an envelope containing the regular camper's hat with the company shield on the front of it and the customary identification badge.

The next morning two more large envelopes were delivered, this time at the "camper's" office. One of these contained a small flag staff and American flag to be set on the desk; the other the talks for the day. On the following three days more talks were delivered. Each was uniformly mimeographed and stapled and inserted in a specially prepared cover which carried a picture of the camp and a portrait of the speaker.

Quite naturally, the theme of this convention was the relation between lighting and what could be done with

lighting to speed up the nation's arming. Information was furnished on new methods of lighting, plant protection for blackout conditions, new items of equipment and so on.

The thoroughness of this convention was shown by the many "extras" it contained. On one night the "camper" and his wife were entertained at dinner by the company; one night each camper received a bottle of Scotch with which to toast his friends and co-workers. Numerous other "extras" like these were featured throughout the convention.

An outstanding feature of this convention was a prize quiz conducted after it was over. Each of the campers was sent a list of 50 questions, all of which could be easily answered if the camper had "listened attentively" to all the speeches. If he answered them all correctly, he was awarded ten dollars worth of War Savings Stamps. If he missed one or more, the Stamps he would have won went into a pot which was divided equally among the hundred-per-centers.

Idea Exchange Follow-Up to Convention

The convention-by-mail may be followed up by an Idea Exchange between the members of your association, firm or branch offices. Special mailing labels could be prepared and supplied to each member. These would be used to send ideas of individual members to all the other members.

The real convention offers opportunity for men to exchange ideas with each other. Many convention-goers regard this as one of the most important features of a convention. The mail Idea Exchange offers the opportunity to retain this feature in the convention-by-mail.

Preparing special labels for the purpose makes it easy for each member to assemble packets of his own ideas and send them to the entire attendance of the convention-by-mail. If all delegates are persuaded to engage in such an Idea Exchange, a valuable fund of information will result for the benefit of every member.

Changing Rules for Election of Officers

Many associations have strict constitutional rules or by-laws governing the election of officers. For the duration of the war, these regulations will probably have to be changed to make possible the election of officers during the convention-by-mail.

Changes in election regulations may be made by mail. The proposed change may be sent to the members before or during the convention-by-mail with a business reply envelope to return their votes. It is not likely, in these

MAN TALKING TO HIMSELF... AGAIN

Just today I realized... Johnny has been dead for more than thirteen months. Didn't even remember the anniversary date. And if Johnny's mother did, she didn't let me know. Never thought I'd overlook it. The war didn't really start for me until Johnny died. Too busy lately to think about myself. I guess that's good.

We gave up the house. My wife spends her days in the Veterans Hospital, acts as if a ward of wounded was just light housekeeping. Women certainly show the stuff in the pinches!

We have a lot of company these days... The Ames have lost both boys. Young Hargrave, who wanted to fly. Doc Smedley died in the Navy, left a wife and three little ones. The crazy kid who used to deliver our groceries, and clip the corner of our lawn with his Ford, died at Saipan. Five of Johnny's class are gone. Eleven gold stars on the flag at the plant... *God knows what the final score will be in this town alone...* Then there's Ernie.

ERNIE is the little Austrian headwaiter at the hotel. Talked to me for years. The weather, baseball scores. The calves' liver is very nice today. Stuff like that. I had him sized up as lighter'n last summer's straw hat.

Our papers played up big the bomber pilot who brought back the shot-up Liberator that caught fire. He made the crew bail out, then turned back and dropped in the Channel so the burning ship wouldn't fall in the town... Captain Paul Bloch, local boy, twenty-three, big football man at State College. A flock of decorations, and the Congressional Medal, posthumous... You could have flattened me with a ladyfinger when I found out he was Ernie's son.

Next day at lunch I told Ernie I was sorry, how tough it was to die at twenty-three.

Ernie brushes off crumbs with his menu.

"Ya, ya. Too bad, too bad. But it's hokay."

I didn't get him. "What's okay about it?"

"Lissen. You do not understand maybe," said Ernie. "Paul was a fine boy. His mama and me—very proud, but not sorry. Paul has a goot home, fine clothes, education. He is never



hungry, grow up six feet tall, hold up his head like a nobleman. In high school, he is smart, plays games, dances with the girls.

"PAUL goes to University. Nobody says what's waiter's son doin' in University. *Die herren* professors do not ask. Paul plays goot



football. People huzza like he is opera singer. He gets the diploma *maxima cum laude*, highest honors. My son can walk with learned men.

"We have the war. Paul says he will be a flier. Does the Army say who is this waiter's son who would be *offizier*, send him back to the kitchen? No. Paul flies. My wife and I go to Allabomma, Maxwell Field. We see a high general give Paul his wings, and the certificate which makes him *offizier*. It is greatest honor ever come to my family.

"Soon he is first lieutenant, captain, squadron leader. His letters say he is happy. We do not learn of his honors until later. He dies a hero. I will die a waiter... But, Mister March, Paul's twenty-three years in this country is a



better life than two hundret years in the old country. So why should I be sorry for my son?

"In Europe, it did not pay to believe too much in anyt'ing. As you get older, you find it is foolish to hope. Without belief that t'ings get better, without hope, peoples or countries do nodding, expect nodding.

"In this country a man cannot believe too much, because the t'ings he believes come true. You see them. People are free. No position is *verboten*. Opportunity is real. I know! I come here as busboy, fifteen dollars a month. Today I can stop work, live the rest of my life on my savings. But more than money was my Paul! Paul had all the good things in life I could wish for anybody.

"Maybe this time, this war gives liddle people in Europe to believe truly. To hope. To trust each other. If there is peace for good, then Paul does not waste his life. The treaty, the *realpolitik* is only words and papers. Unless we *Amerikaners* make the other peoples believe and hope and trust each other!... Hmmm hmmm. Chicken hash *au gratin* is nice today, no?"



THE chicken hash was okay, but I was too choked up to enjoy it. I still can't get over getting the gospel from a headwaiter... and one who knew better whereof he spoke.

I still think we have to have armed force, and a spell as a field soldier for every able-bodied young guy, and make the Germans and Japs walk a chalk line. Just for insurance... But it's also pretty plain any peace treaty isn't worth a damn if it doesn't have faith, hope and charity wrapped up in the whereases, and in us.

Why shouldn't we dust off those old early American words such as liberty, rights, justice, opportunity... and peddle them to the rest of the world again? They work over here. Not always a hundred percent, but what ever does? The world is getting a pretty good object lesson in how they work, in the boys we send overseas. And if the world has many Ernies in it, we've got some quick customers—enough, anyway, to make the pitch.

But if we just sit back and say the hell with it... we make suckers of Johnny and Paul and the others on those casualty lists. Nobody ever lost his life for the privilege of being cynical. And after millions have cashed in for ideals, who are we *Amerikaners* to sell 'em short!



PITNEY-BOWES POSTAGE METER CO. • STAMFORD, CONN.

Originators of Metered Mail, world's largest manufacturer of Postage Meters, which print postage for business mail... now devoted to war production.



times of national danger, that such changes will not be accepted by association members and others.

Having proposed and passed the change in regulations, the normal election of officers may then be conducted during the convention-by-mail. As previously explained, this should be done by printed ballots sent to each member with a return envelope. The results of the election should be announced at the end of the convention or as soon thereafter as practical.

Financing Association Conventions

An association convention-by-mail may be financed, if necessary, in much the same way as the real convention would be. Each member could be assessed the regular registration and attendance fees. The income thus received could cover the cost of print-

ing, mailing and general preparation of the convention-by-mail.

Another way of raising funds: Have firms who formerly exhibited in booths at your convention sponsor their own mailing units as part of your convention-by-mail. Exhibitors could prepare mailings at their own expense, in conformity with the specifications of the convention, and these could be mailed by headquarters under the standard convention label or in the regular convention envelope. These exhibitors may be charged a reasonable fee, similar to rental at a real convention, for the privilege of sending their material to the convention attendance.

Local Group Meetings

In some cases it will be possible to hold local group meetings at the con-

clusion of the convention-by-mail. These may be conducted in a hotel, company or association office. At such meetings, various programs fitting the individual company or association may be given. Such programs might include recorded remarks of an important executive in another city; inter-city telephone comments by branch managers or association officers and distribution of samples and printed promotional or idea matter.

Meetings of this type should only be held in localities where ample transportation facilities are available within the city. No delegate should be required to travel from one city to another to attend a local group meeting. And in no case should a local group meeting be held where it will in any way tax the transportation facilities and possibly delay the delivery of troops or war supplies.

HURRAH . . . AND IT'S ABOUT TIME!

Unity in the printing industry is on the verge of being realized as a result of an agreement reached in Washington, January 16 and 17, between representatives of the United Typothetae of America and the Joint Committee on Government Relations of the Commercial Printing Industry.

This agreement was unanimously approved by the Management Committee of the UTA, at its meeting January 22 and 23 in Washington. Under the plan the United Typothetae of America, now in its 59th year, will become known as Printing Industry of America, Inc. The present charter of the UTA, one of the nation's oldest trade associations, will form the corporate base for the enlarged organization.

Participating in the successful unity conference were: Raymond Blattenberger, Philadelphia; Donald L. Boyd, Huntington, West Virginia; and Robert H. Caffee, Pittsburgh, representing the United Typothetae of America; Carl Dunnagan, Chicago; James F. Newcomb, New York; and Ralph Thomas, Detroit, representing the Joint Committee on Government Relations of the Commercial Printing Industry. Henry P. Fowler, general counsel of the United States Chamber of Commerce, served as adviser to the group.

The recommendations, when approved by the UTA membership, will bring together in one organiza-

tion the largest and strongest groups in the industry. Membership in the enlarged organization will be open on a democratic basis to all industry groups not now affiliated with the UTA or the Joint Committee.

Plans of the enlarged organization call for strengthening existing services to the printing industry and providing a program of public and industrial relations. The organization will seek to promote the increased use of printing and to create a more favorable attitude toward the printing industry on the part of buyers of printing, government officials, educators, and the general public as well as to promote harmony and cooperation within the industry, including the allied trades and suppliers.

This reporter sincerely hopes that the new plan works.

□ APOLOGY . . . BY REQUEST.

Miss Jane Bell, Executive Manager of the Direct Mail Advertising Association has asked us to make this explanation. It may save her some explanations by mail, and it also may save *The Reporter* a few letters. We get blamed too.

It seems that many people write in and complain that there are too many duplications on the DMAA list when notices are sent out concerning the Direct Mail Leaders and the New York Direct Mail Day meetings.

Here's how it happens . . . and it is practically unavoidable. About thirty-two graphic arts and advertising organizations cooperate with the DMAA in promoting the meetings and the Fifty Leaders Contest. The DMAA prepares the publicity (contest blanks, etc.)—the cooperating organizations receive bulk lots and address to their membership. Many of the organizations have a fixed policy that they will not allow their lists out of their own office. So, the addressing is done by each individual organization. Members of the New York Employing Printers, for instance, or members of the DMAA may belong to the Industrial Advertisers, the Association of National Advertisers, the Photo-Lithographers or a number of the thirty-two addressing centers. No system has yet been worked out to avoid the duplications.

We all know that it is a slight waste of postage and paper . . . but in spite of that, entries for the Direct Mail Leaders Contest have been getting more numerous every year and the quality of the entries has improved. So, the next time you get two or more duplicate mailings from the DMAA, you will know how it happened.



We can address 300M
Envelopes Weekly

5.⁰⁰ Per 1000 5.⁰⁰

TRADETYPE CO.

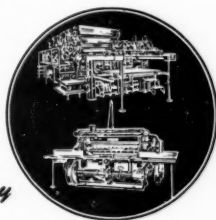
MU-4-0444

POSTWAR... *Immediate—and Long Range*

IN early postwar, peacetime order must replace wartime dislocations. Many individuals will buy goods which they have long gone without, and industry will make its purchases. Some of this "pent up" demand will be met by products with which markets are already familiar—other segments of it will be served by improved equipment.

It is only reasonable to expect that improvements will appear in postwar machinery. How soon they will "arrive" is, perhaps, problematical. Industry will require time to make commercially practical the knowledge acquired during the war. Much has been learned in the past three years, but it must be applied successfully to a peacetime economy.

Harris-Seybold-Potter will maintain its position of leadership by offering the industry profitable equipment to meet the needs of the times.



Taking the Industry

into our Confidence

HARRIS • SEYBOLD • POTTER COMPANY

HARRIS DIVISION
CLEVELAND 5, OHIO

Manufacturers of
OFFSET LITHOGRAPHIC • LETTERPRESS AND
GRAVURE PRINTING MACHINERY



SEYBOLD DIVISION
DAYTON F7, OHIO

Manufacturers of
PAPER CUTTERS AND TRIMMERS • KNIFE GRINDERS
DIE PRESSES • WRIGHT DRILLS • MORRISON STITCHERS

WHAT'S HAPPENING IN DIRECT MAIL?

*Some firms are using ingenious devices
to save paper*

The following interesting article appeared in last month's issue of Medical Marketing, unique monthly house magazine of Medical Economics, Inc., Rutherford, New Jersey. Unique . . . because it is published by a Trade Magazine selling space for the benefit of their advertisers . . . to give them a true picture of the field and related merchandising ideas. Good. And broad-minded.

Not long ago a doctor wrote us on the subject of medical Direct Mail advertising. His comment was that in view of the paper shortage he thought it strange that he should continue to receive so much printed material about medical products. Something, he believed, ought to be done.

Something is being done. It is true that for a while after paper limitations were imposed upon job printers by the War Production Board, it was difficult to see any difference in the size, weight, or bulk of medical Direct Mail pieces sent to physicians. Now, several departures from old practices were observed when a month's accumulation of Direct Mail, received by an average doctor, was scanned. True, there are abuses and there may continue to be, but some very specific things which were noted lead to the conclusion that the rank and file of medical firms know full well there is a paper shortage and intend to lend their personal efforts toward paper conservation.

One thing which showed up particularly was the more general use of very small note-size letters, rather than the conventional 8½x11 sheet. The importance of this can't be overlooked, because it is a very general custom in medical Direct Mail to enclose a covering letter with the one or more printed pieces which go to make up a mailing. The smallest of all these letters was attached to a recent Smith, Kline & French mailing. Its dimensions were only 4¾x6¼ inches. Abbott Laboratories and Ciba Pharmaceutical Products also used attractively designed note-size letters.

Smith, Kline & French have carried the reduced size idea beyond the letter itself. One mailing had a reprint of a full page advertisement

from the Journal of the A.M.A., which has a page size of 8½x11½ inches. The reprint was reduced to 5¼x7¾ inches without any loss of effect or appearance.

French fold mailing pieces, of which there have been many in the past, are reduced in number. And some of those which remain have an ingenious extra feature. Some advertisers have adopted the plan of using a French fold format for the main part of the mailing piece and then putting detailed, small print information on the back, or inside of the sheet. William S. Merrell Company and William R. Warner & Company both follow this procedure.

Here is sound thinking indeed. Almost any reader who handles a French fold mailing piece will at least glance at the inside, before discarding it, to see if anything is there. When the members of a reading audience do this they fall automatically into two classifications: (1) those who have seen enough in the main part of the mailing piece and aren't interested in the additional details, and (2) those whose interest has been so actively aroused by what they have already read that they are in a mood to continue and read more. So this is one of those cases where there is everything to gain and nothing to lose. In other words, part of the audience is willing to absorb more, so why deprive them of the privilege? Also, and more to the point in these times, why not make every possible use of every square inch of paper? Finally, about French folds, they can't be generally condemned even in their old and conventional forms, because in many cases a stock of sufficiently light weight is used so that the double thickness is no heavier than a four-page folder of adequate weight.

The back page of many mailing pieces is still left blank, a fact which becomes all the more apparent in the light of today's thinking. True, the back page of many mailing pieces is an awkward one to fill, but some firms are doing it effectively. One method, having completed the general story of the mailing on the main pages, is to use the back page for brief copy about another product. Another is to use it for a war bond advertisement, as Wyeth, Frederick Stearns, and others have done. Nepera Chemical Company used a combination page, devoting part of the

space to war bonds and the remainder to a display of their company seal.

Smaller, lighter weight mailing pieces are fairly numerous as more and more advertisers have come to a realization that all must share in saving paper so that each individual concern may continue to have paper for the necessary job of product promotion.

Aside from the angle of paper conservation there are other points in connection with some of the mail being received by doctors today. For example, signatures are omitted from a great many multigraphed form letters. Why this should be true is somewhat of a puzzle. Mechanical signatures, nowadays, are very good copies of the original. Any good letter shop can have a signature cut made quickly and at small expense. The extra cost of using it on form letters amounts to very little when compared with the overall cost of the mailing. Yet the increase in general appearance and effect is very great indeed. In fact, there seems little reason to handicap any letter by depriving it of this extra touch.

Speaking about specific copy, Crookes Laboratories had an arresting caption on the address side of one of their mailing pieces. First came the headline, "Itching can be controlled." Then followed an illustration of a pair of hands, semi-clenched, with fingernails exposed — perfectly portraying an almost frenzied desire to scratch. Finally, the subhead read "But not with these!"

Another favorable impression was gained from one of a series of four-color mailing pieces put out by Doho Chemical Company, for their product Auralgan. The entire process of removing impacted wax from the aural canal was so skillfully described and illustrated that any physician could well use it as he would a passage from a text book.

Another attention-getter, unpretentious in style and economical to produce, was a four-page folder, made to fit a No. 10 envelope, mailed by the E. L. Patch Company and entitled "Your Patch Detail Man." The copy moves along in a rather entertaining diary style, telling the experiences of a detail man in his daily work, and, of course, bringing in the story about a Patch product.

MORE ABOUT SHORT WORDS!

Dear Mr. Hoke:

The *Reporter* reaches my desk each month, and I read it each month.

A few months ago you printed a very interesting article on the use of short words, with the suggestion that the reader attempt to write a "short word" letter.

This gave me an idea. The enclosed copy of letter is the result and I am happy to state that we received a 20% response.

About a year ago you sent a number of Direct Mail Advertising Letters contributed by your readers. Two of them caught my fancy, and the enclosed adaption is the result of them. They pulled an approximate 25%, and included real old accounts and some not so old.

From this you will gather that Direct Mail Copy Writers and Sales Managers, in my opinion, do after all write real good collection material.

H. J. Beard, Collection Mgr.
J. B. Lippincott Company
East Washington Square
Philadelphia 5, Penna.

1. Example: Mimeographed on standard statement form:

Dear Dr. (filled in):

Long words have their use, of course—

but

Short words do just as well.
Please remit \$
Thank You!

J. B. Lippincott Co.
Collection Manager.

2. Example: Mimeographed

Dear Dr. (filled in):

This letter, Doctor, is about a shoe-string!

It's about the one you broke this morning, or last week or last month, that time you were in a hurry, and forgot to replace, the next day, and the next, etc.

So . . . how can I expect you to remember to pay your account of \$ after only a few letters from me? That's why you receive one every month or so . . . this one may do the trick.

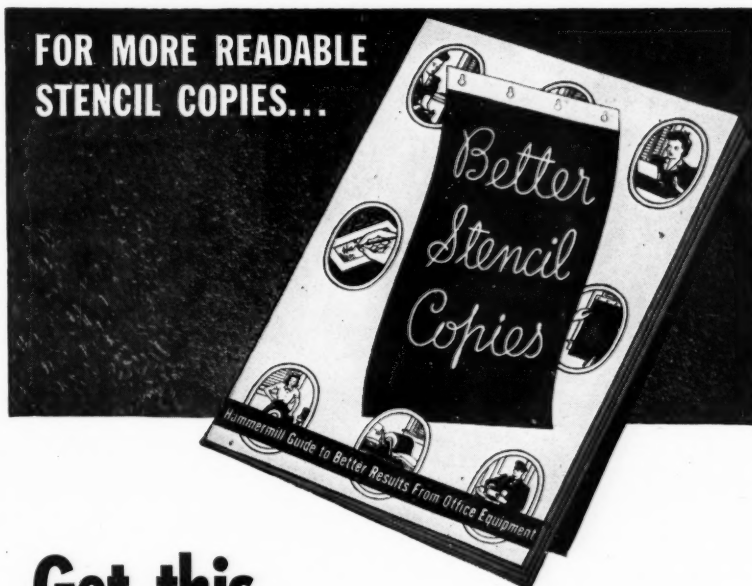
A courtesy envelope is enclosed.
Thank You!

Yours truly,

J. B. Lippincott Co.
Collection Manager.

THE REPORTER

**FOR MORE READABLE
STENCIL COPIES...**



Get this . . .

New Hammermill Book

FREE!

HAMMERMILL's just-published guide, "Better Stencil Copies," tells how to produce stencil-duplicated messages that invite reading and get results. It's filled with tips, devices, tricks that will help your operator to turn out readable, good-looking work. Use the coupon or write today for your free copy.

• • •

Then be sure your messages are on the paper that takes typing neatly, that takes pen writing without "feathering," that lies flat and feeds quickly on the machine, the paper made for better stencil duplicating. Your stencil messages look their best when they are on Hammermill Mimeo-Bond.

BUY WAR BONDS AND KEEP THEM

	Hammermill Paper Company Erie, Pennsylvania	
	Please send me—free—a copy of the Hammermill book "Better Stencil Copies."	
Name.....		Position.....
(Please write on, or attach to, your company letterhead)		
RDMA-JA		

The MASS MAIL SELLING SCRAPBOOK

VIEWS AND NEWS ON THE ART OF MASS SELLING
DIRECT BY MAIL TO THE CONSUMER

By JAMES M. MOSELY
of Boston, Mass.

Some brighter war news has lifted the bog of pessimism a bit recently, as the miles nearer Berlin are checked off, but most Mass Mail Selling executives decline to be "stampeded" by good or bad news into premature "posturing" or unsound activity.

They're digging in to "win the war", regardless, and letting everything else take second place. But in their minds lurks the realization of a changed mail selling era earnestly, as conditions for it warrant.

Dislocation in man-woman power through tightening of draft and increased pressure on less-essential industry made necessary revised planning on how to use present help, war veterans and part-time workers.

Correspondence schools, most of which are heavy users of mails, found a psychological down-spot, due to uncertainties, but assuage themselves with the dazzling post-war outlook.

How a book publisher can get a mailing list at little cost:

The miniature double card of SIMON & SCHUSTER enclosed in the hundreds of thousands of copies of their income tax books sold over the counter.

The prospect affixes a 1-cent stamp, signs the card and notes name of dealer to get any 11th-hour changes in the law.

Good service to the user—good list building!

Reporter's Note: In the December, 1944 **REPORTER** we introduced this new feature by James Mosely, the mailing list man of Boston. We expect this to be a regular page in every issue. Jim Mosely will keep his eagle eye peeled for all good examples of mail order selling and for helpful mail order news. He may have to strain those eyes of his considerably until the war is over . . . but when victory finally comes, **THE REPORTER** will devote more and more space to its favorite peace-time subject . . . case histories of tests and "how to do it" by mail.

"Will you help me? I'll pack your shrubbery early if you'll order early!"

Thus, in sweeping headlines, R. M. KELLOGG COMPANY, Three Rivers (Mich.), uses a big display in red and black on yellow on the back of the envelope which brings its new 1945 catalog, with this warning:

"THIS IS IMPORTANT! Many of our best men are in the services; and so we are short of the expert help usually assigned to heavy packing—shrubbery, fruit trees, and other large stock. But, we have revised our system to meet the situation.

"Now we pack and ship shrubbery in March, using our skilled men—before they start spring work in the nursery outside.

"And so, your orders for shrubbery must be sent early. Tests have shown that it can be packed, and shipped as much as two months ahead of planting time. You simply leave it in the package, and care for it according to instructions that will be attached. No trouble at all.

"ADVANTAGES: (1) Skilled help will pack your order. (2) You will have it for planting at the earliest possible time: better results.

"So, don't delay. Send your orders for shrubbery early. We reserve the right to turn down orders for shrubbery received after April 1st."

Two columns in the catalog, under a repeated photo of a beautiful girl dropping her order in the mail box, support this war slant.

Perhaps this is the most important message many mail sellers can drive home this year—and using the outside envelope so forcefully.

"Tim" Brennan of STANDARD & POOR'S CORPORATION, New York City [described the other day at the 100,000,000 Club, New York, as one of the "most creative mass mail salesmen" by "Andy" Gould of U. S. NEWS] has been doing some further testing (he always is!).

This time, after giving me a basic lesson in color and how to use it and for the first time making me aware both of the beauty and practicality of the mathematically precise Munsell System, he "let me in on" results of a current comparative test on color on his investment service selling.

This was to solid business men—investors.

The test showed:

1. Purple.....	\$3,000 in "biz".
2. Maroon.....	2,300 " "
3. Green.....	2,250 " "
4. Blue.....	1,850 " "

"Tim" endeavors to vary the colors used to keep his mailings fresh—appearing.

Another "Tim Brennanism":

Tint-block behind a chart on a series of test cut results 500 per cent.

One of those tremendous "trifles" so easy to overlook in the war rush!

Mail novelty o' the season:

"A frock of the month for your tiny doll" to fit a 5 x 7 inch doll for \$3.75 a year, with gift card—"A gift for the child that 'has everything'".

Yep, there's a war on, too!

Are you keeping your service men separate from your regular buyers and inquirers on your lists?

Third-class mail can't be delivered to service addresses and most government offices—needs to be first-class if you have a special message to war-winners in uniform.

How it began:

Elizabeth Joyce, well known lettershop, started this way: Her dad in New Hampshire had a crop of standing hay.

She, a girl just out of school, told him she'd sell it by mail. He warned "it couldn't be done".

She took a list of 50 truckers from the classified section of the 'phone books, mailed a letter and sold the hay—pronto!

Ever since she's been helping others sell by mail—and it "ain't all hay"!

"Mr. Buttersweet", an animated pear figure, has appeared to enliven DAY & YOUNG class Direct Mail.

He appears on the outside envelope, on the back of the order blank with a bow and the note, "Mr. Buttersweet thanks you".

In the printed mailing piece, he's seen arm and arm with Ole Saint Nick.

Probably would have been more effective if his I-to-you style had been carried throughout the copy. He's too human a little "feller" to "soft pedal"!

THE REPORTER



MERCURY-LITH ROLLERS for multilithing machines

Built to the same high standards as the rollers we produce for giant lithographic presses and multi-color printing presses! You can't buy better!

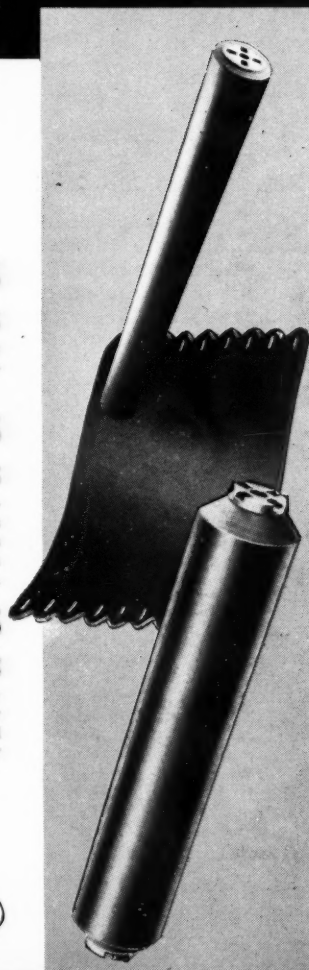
MERCURY-LITH BLANKETS for multilithing machines

These blankets are made of the same super-materials, and by the same precision methods we use in manufacturing lithographic blankets costing hundreds of dollars. Yet Mercury-Lith costs no more than ordinary multilithing blankets.

MERCURY-GRAPH ROLLERS for multigraphing machines

This is a custom-made, deluxe product, definitely superior to ordinary rollers. Pays for itself over and over in extra "mileage", and in decreased press-adjustments. A luxury roller at an everyday price!

Buy direct from
the largest plant
making rollers & blankets
exclusively under one roof...



RAPID ROLLER COMPANY

D. M. RAPPORT, Pres.

Federal at 26th Street,

CHICAGO

If you're looking for "light" through the present war darkness, you may find "HERE COMES TOMORROW" (ZIFF-DAVIS, \$2), by A. W. Zelomek of International Statistical Bureau a thought-accelerator.

This statistician, consultant of large mail order, textile and publishing houses, takes a forthright look at, not the indefinite future, but the next 10 years. It is brief, pointed.

He is optimistic with reservations and some pessimistic overtones, looks for 6-8 million unemployed within 2 years after the war, but great expansion of air transport to take up some slack. He expects construction and consumers' durable goods to help much but is a bit over-complacent about the nearness of War's end. He forecasts but does not try to present a plan.

LETTER SELLING IN 1902

Unearthed in the attic of Edna Heacock Humphrey of Lincoln, Nebraska, was the following letter to her husband, Fred Humphrey, which reveals some humorous phases of automobile selling qualities in 1902. The letter was written by the president of Pierce Arrow Motors Company to Mr. Humphrey, in answer to inquiries concerning the possibility of handling a few "high power" motor cars as a side issue to his bicycle business in Lincoln.

Buffalo, N. Y.
April 12, 1902

Fred B. Humphrey
Lincoln, Nebraska.

My dear Sir:

We reply in answer to your favor of the 7th inst. that Mr. C. E. Siefert of Lincoln is our representative for bicycles, and we will be very glad indeed to have you look after our interests in the automobile end of the business. We sent a catalogue of these today and beg to say that these goods are giving the very best of satisfaction. We are not selling in Omaha, but write Messrs. E. P. Moriarty & Co. of Kansas City for a sample of our goods and we can state that the trade on them will be very good indeed.

Of course in your territory where the country is so level our two and one-half horsepower machine would answer all your purposes. We have on hand a few of these that we can furnish you at \$650. On our regular

It's a stimulating, quick-to-read little book for the mail sales executive who can keep might and main on the war effort today yet tuck away some preliminary thinking on what will happen and what to do, as, if and when—!

"Why not?"

In listening to a recent talk by Jim Wooten, Cargo Traffic Manager, AMERICAN AIRLINES, this phrase recurred often, in discussing daring approaches for the future to delivery anywhere of time-precious cargoes in the world by air freight . . . inevitable development of the future.

Fresh dates from California to Fifth Avenue over nite . . . hosiery, ordered today and paid for tomorrow, delivered at minimum parcel

post rates from the local factory branch's post office . . . vegetables that otherwise would have spoiled in California sold at a premium in Cincinnati . . . high style merchandise delivered to the retailer and sold while at the peak of fashion. These "distribution miracles" by air freight already are moving experimentally in special freight planes.

Air mail can book the orders—air freight deliver it while sluggish surface selling and transportation are "thinking about it" or taking a "can't be done" attitude.

Now I know why those men of the airways always seem so alive and young (regardless of their calendar ages).

They face the impossible and answer:

"WHY NOT?"

three and one-half horsepower model the very lowest price is \$750 and if ordered with the reverse gear \$800.

We can give you shipment, as we state, on the two and one-half horsepower, and we are satisfied that that is the machine you want and will be particularly desirable for doctors or for anyone who wants to use a machine for the purpose for which we are building it, viz., a light runabout. The difference is so slight between the two motive powers, the same would hardly be noticed in a country like yours. The speed of the two and one-half horsepower is about twelve to fifteen miles an hour, which is fast enough for anyone.

This machine has no reverse gear but these are used mostly in the large cities. I doubt whether you would ever have occasion to use a reverse gear in your country if you had one on any machine.

The DeDion motor is the finest made in the world and one of our customers in Boston, who is selling a large number, has a standing offer of \$10 to any person who represents the Olds machine and will follow our two and one-half horsepower motor-ette for one hour with an Olds vehicle. This is a pretty broad challenge, and he has never yet had anyone who is willing to accept the same.

If we can serve you in any way will be pleased to do so. Our terms are 25 per cent cash with the order and balance against bill of lading.

Yours very truly,

The George H. Pierce Co.

Reporter's Note: We are indebted to The A B W A Bulletin of The American Business Writing Association for the above interesting report. Read that letter again. Sounds familiar, doesn't it? In spite of all the preaching about better letters, many business executives today use the same worn-out useless verbiage. In fact, this 1902 letter is even better than some we've seen recently.

□AFTERMATH OF A SURVEY.

Some time ago, we reported on a questionnaire booklet American Airlines prepared. Purpose of the booklet was to find out what kind of service and facilities the flying public wants in the postwar world. Latest report is that no less than 27,163 air travelers took the time and trouble to reply. Their notes are summarized in a new booklet just released, entitled "Report of a Meeting-by-Mail on Postwar Air Transportation." Copies can be obtained by writing to Dickie-Raymond, Inc., 80 Broad Street, Boston 10, Massachusetts.



We can address 300M
Envelopes Weekly

5.00 Per **5.00**
1000

TRADETYPE CO.
MU-4-0444

□ A SUPPLEMENTARY REPORT ON LETTERS TO SERVICE MEN.

Here's another report which should be added in our symposium of better letters. Wish we could show you the sample letter received from Mr. Philbrick, but it is a little bit too personal for general circulation.

Dear Mr. Hoke:

So many of my close friends went into the service that it became a physical impossibility for me to write personally to each of them, as often as I should.

So now I put a mimeograph stencil in my typewriter, as you can see by sample enclosed, and each and every one of my uniformed friends gets a six or eight page letter. This is six to eight times larger than a "personal" letter to each, and it cuts my work by at least two-thirds.

As to the content, you will note that I try to give them a little picture of the home front—and need I say that it is the kind of news which will help them to maintain their faith in their country and for the principles for which they are fighting.

NOW: May I criticize the leading letter in December *Reporter* by Bill Feather? Sez Bill: "Enclose clipping, what was deduction (tax) from my pay, who was arrested lately for what, etc."

I believe that his suggestions should be qualified. I know of a fellow who follows those very suggestions **BUT** all the clippings he encloses tell of strikes; he yells about terrible taxes he has to pay; all reports of arrests are for violation of O.P.A. rules; and so on. Before enclosing any such material you should ask yourself: "Is this going to help Uncle Sam and the serviceman or is it helping the Hitler gang?"

Herbert Arthur Philbrick
M & P Theatres
60 Scollay Square
Boston 8, Massachusetts

□ AN ARTICLE YOU MAY WANT TO READ. This is to advise that an article concerning the misuse of the mail will appear in the March issue of *Pageant Magazine* . . . on the newsstands February 10th. The article is entitled, "One Man War on Sedition" and appears on page 11. Authored by Sigmund Sameth, who did that story about mailing lists in the *Saturday Evening Post* several months ago.

Just thought some of you might like to know.

THE REPORTER

When you want to KNOW . . . go to an expert!



Want to be *sure* you're buying quality paper?

There's one man who can help you. Your printer. He values paper quality as he values his own reputation . . .

You'll find that, among these experts, Rising Papers have a reputation of many years' standing. A reputation for performing just a little bit better than the average good paper, no matter what kind or what grade you're looking for.

Prices are the same, however. Rising lines include: Rising Bond (25% rag), Rising Line Marque (25% rag), Finance Bond (50% rag), Rising Parchment (100% rag).

The Rising Paper Company, Housatonic, Mass.

Ask your printer . . . he KNOWS paper!



Rising Papers

PRINTING AND TECHNICAL

POST OFFICE

by EDWARD N. MAYER, JR.
New York City

We hope this page about the Post Office and Postal Regulations will contain some information of value to you. Each month we'll try to give you the latest information on new or changed Postal Rates and Regulations—some of the amusing things that happen to and in the Department—and, one other thing—we'll try to answer any Postal questions you have (on these pages of course—and if the question you ask has general interest to other *Reporter* readers).

Wednesday, January 17th, Postmaster Frank Walker signed a check for \$45,000,000. representing the Post Office operating profit for the 15 months period ending September 30, 1944. It was the first time in Post Office history that any such huge amount had been available to turn back to the general fund of the Treasury. When asked if he planned any special presentation ceremonies or just how the check would be turned over to the Treasury, Mr. Walker laughed and said, "no, nothing special—no ceremonies—we're just going to send them the check by mail!" No one seems to know whether or not it's the largest check ever sent by mail or not!!

Did you ever realize how much additional postal revenue is generated by 2nd and 3rd class mail? A survey recently made by the National Council on Business Mail shows the following:

"139 business mail users who spend a total of \$4,586,341 for 3rd class postage reported total collateral revenues developed in 1st class and 4th class mail and special services of \$12,343,581, a

Reporter's Note: Another monthly feature is hereby introduced . . . with great pleasure. Ed Mayer, president of the Mail Advertising Service Association, Vice President of the Direct Mail Advertising Association and the leading expert on postal affairs in the country, has agreed to give us each month the up-to-the-minute news about the Post Office, its rates and regulations and how they affect the Direct Mail industry. Comments or suggestions on this feature will be appreciated by both Mr. Mayer and YOUR REPORTER.

ratio of \$2.69 in collateral revenue to each dollar spent for 3rd class mail.

"Four large catalog mailers, under Section 571, P.L.&R., reported a total expenditure of \$2,578,350 which developed collateral 1st class, 4th class, and special service revenues of \$26,731,341, a ratio of \$10.37 in collateral revenue to each dollar spent for 4th class (Sec. 571) postage."

Postal Notes in eleven denominations, and Postal Note stamps in eighteen denominations went on sale at First Class Post Offices, February 1st. They promise in time to be a big help to mail order buyers and sellers. But someplace along the line the Post Office has already thrown a monkey wrench into the works.

In the "Instructions from the 3rd Asst. Postmaster General" appearing in the Postal Bulletin of January 19, 1945—par. 6 says ". . . they are not to be furnished to small carriers for sale on their routes . . ."

Even though there are very few Rural Routes out of First Class Post Offices, unless this instruction is changed before the Notes become available at the smaller offices the mail order business will never get the real benefit from them that it should. The average mail order sale is less than \$10.00 and the largest Postal Note in use will be for \$10.00 (although there's nothing to stop you from buying as many as you want in amounts up to \$10.00 and endorsing them all to the same person or firm).

Records show that farmers buy the majority of their money orders from the Rural carriers . . . and if they're not given the opportunity to buy Postal Notes from the same source, you can bet they're not going to use them. Looks like one regulation that should be changed. . .

If you think you have a manpower problem, look at the following from the New York Times of January 28th—

"POSTAL AIDS NEEDED —
Two thousand postal workers—1500 for the Army Post Office in Long Island City, Queens, and 500 letter carriers—are needed immediately (for city deliveries)—the U. S. Civil Service Commission announced yesterday."

Guess the Post Office has an excuse for some of their slow deliveries—which by the way are fewer and shorter than you'd expect these hectic days.

All the rumors about changes in Postal Rates are not merely rumors. Back in 1942 Postmaster General Walker asked for and was granted an appropriation "to study the costs

of the various classes of postal service". The first cost ascertainment report is ready—is on the General's desk now—whether there will be a recommendation for changes in certain rates will be known in a few weeks. TIDE says 2nd class people are getting ready for a fight that will make the 1920 one look like a tea party. Don't know whether the fight will run over into the 3rd and 4th class group or not. Better keep your eyes open and your ears to the ground.

The Chess Review Postal Tournament drove Postal Inspectors frantic until they discovered (quickly, you can bet) that all those cards carrying cryptograms like P-K 4 or BxTx O-O-O were merely descriptions of moves on a Chess Board and not spy talk.

POSTAL NOTES

The new Postal Note is designed as a safe, convenient and economical way of sending amounts of money not to exceed \$10.00 through the mails.


A REPORT FROM CLEVELAND

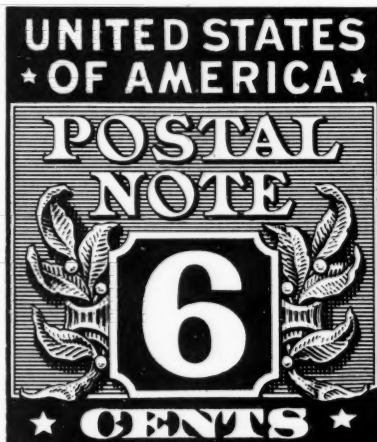
... on mail to service people. The following very interesting report from Mrs. Cora Geiger Newald, President of the Women's Advertising Club of Cleveland, should be added to the material printed in our symposium in the December Reporter:—

After reading the many interesting comments on mail to people in service, in your December issue, it occurred to me that you might be interested in knowing of the project which the Women's Advertising Club of Cleveland has been carrying on for the past year.

"Share the News" was created for the exact purpose you advocate, of stimulating people to write more and better letters to those in the service. Actually, it serves a two-way purpose, a literal sharing of the news among people all over the world, so that those in France may know what those in the Pacific are doing and thinking, and vice versa.

The printing of our first issue was 200 copies, so that each of our 100 members could have one, and additional copies would be available to mail to people in service. We have had so many requests for extras that

\$7\$ United States Postal Note		123,456,789	123,456,789	123,456,789
ANY POSTMASTER WILL PAY		7 Cents	7 Cents	7 Cents
NOT NEGOTIABLE 	To _____ (PURCHASER MUST FILL IN NAME AND ADDRESS OF PAYEE)			
	Street _____			
	City _____ State _____			
Paying Office	SEVEN DOLLARS And the value, not exceeding 98¢ of any Postal Note Stamps affixed to paying office coupon.	Issuing Office	Issuing Office	Issuing Office
RECEIVED PAYMENT	DO NOT FOLD, MUTILATE OR SPINDLE	FOLD HERE, IF NECESSARY Postal Note Stamps to be affixed here and canceled at Issuing Office PAYING OFFICE COUPON PURCHASER'S RECEIPT Detach and hold. Claim cannot be considered or payment traced without this receipt.		



Simplified methods of sale and accounting in the Post Office Department make it possible to handle the sale of the Notes to the public at a uniform fee of 5¢.

There will be eleven denominations of Postal Notes, printed in amounts of \$0, \$1, \$2, \$3, \$4, \$5, \$6, \$7, \$8, \$9, and \$10. Odd amounts will be made up by affixing Postal Note stamps to the paying office coupon. There will be eighteen denominations of stamps used in connection with Postal Notes, namely—1c, 2c, 3c, 4c, 5c, 6c, 7c, 8c, 9c, 10c, 20c, 30c, 40c, 50c, 60c, 70c, 80c, and 90c.

our printing now runs 400 copies per issue.

We have tried, too, to encourage our members to write the kind of letters that elicit interesting replies, i.e., to ask leading questions about what the boys and girls are doing and thinking, what kind of a world they want to come back to, etc.

Share the News started originally for the benefit of our own Women's Ad Club members in the service, two in the WACs and two in the Red Cross. You may remember one of them, Florence Griffin, who was at one time president of the Cleveland Ad Club and whom you may have met at Advertising Conventions in the past.

This whole project is the brain-child of Miss Irma Bender, who is Advertising Director of Joseph & Co., 1640 Union Commerce Bldg., Cleveland, and who serves as editor of Share The News. I think she has done a brilliant job of editing and compiling, and the flattering comments we have had from all over seems to confirm this opinion.

Mrs. Cora Geiger Newald, Pres. Women's Advertising Club of Cleveland,
c/o Lang, Fisher & Stas-hower, Inc.
1010 Euclid Ave., Cleveland, O.

□ "MAKING THE HEADLINES"

... is the title of a beautiful brochure just released by the Merrimac Hat Corporation of Amesbury, Massachusetts. 9"x12", 68 pages and cover. Printed in red and black.

Here's a fine current example of taking the customer through the factory. The brochure takes the visitor through two of the Merrimac plants and gives him in easy conversational language, combined with numerous photographs, a complete account of operations from the raw material through to the finished product on the retailers shelves.

Another section traces the history of the company.

Designed and produced by William E. Rudge's Sons, New York City, it is a constructive example of the modern public relations approach to institutional advertising. Watch out for many more examples like this in the postwar boom days for Direct Mail.

REPORT OF A PRE-TESTER

Dear Henry:

You participated recently in the judging of four letters. The returns are in and it is obvious that you 48 folks respond about like our legitimate prospects. You don't all fall for the same arguments. The first choices were close, as you will note from the accompanying tabulation.

Most of you think that you are allergic to testimonials but the letters built around them were rated high. The proper use of customer statements is one of the best cash register ringers in any selling appeal. The fact that many patent medicine concerns have used testimonials may be harmful to the cause but they still click.

The pie letter came in third but got twelve first choice votes. Those who did not put it in first place didn't like it at all. The fact that it is an unusual argument for buying was in its favor.

One Direct Mail expert took three of the letters and tied them together. He came up with a rather long one but it sounds smooth. Many of you said that you were opposed to long letters but a **good** letter never seems long. Life, Time and Fortune circulation departments have often sold the most subscriptions with a four or five page letter where a short one flopped.

I appreciate your counsel very much indeed. When spring is in sight I am going to send you a package of lawn seed which it is wise to sow on honeycombed (frozen) soil. I hope you will find that you have lent a hand in selling a thoroughly dependable product.

Gratefully yours,

C. B. Mills.

O. M. Scott and Sons Co.,
Marysville, Ohio.

SUMMARY OF RESPONSE

Forty-eight experts sat in judgment upon the four letters designed to sell Scott's Lawn Seed. Here is the way they voted:

(2)

Letter A—which started out, "I do not usually write testimonial letters," received 14-1st Choice votes, 11-2nd, 10-3rd and 13-4th or a point score of 122. Thus it rates Second Place in the voting.

(4)

Letter B—started this way: "Mr. and Mrs. Richard Pengilly of Franklin, Indiana, were driving around the city, etc." 8 liked it best; 9 said it was 2nd best; 19 put it in 3rd place, and 12 liked it least of all. The point score is 101, which gives it last place (It was the First Choice of a majority of Direct Mail slickers and was preferred by most people in our office.)

(1)

Letter C—was the "Faith" Letter. Personally I liked it least, but it won the heat and race, largely because it had the fewest 4th choice votes. 14 said it was best; 13 rated it second; 13 put it third, and 8 gave it last place. Points 129.

(3)

Letter D—was the one which compared pie bakers to us. It was right on the heels of the 2nd place winner with 120 votes cast as follows: 1st choice 12; 2nd choice 15; 3rd choice 6; 4th choice 15.

With the votes of selected judges there were 38 others cast. These extra votes gave the B letter 1st place—D was put in 2nd—C was 3rd and A 4th by an eyelash. It goes to show that folks are not all alike!

WE MAY HAVE HEARD IT ... but worth repeating

Dear Mr. Hoke:

I'll bet you have heard of this stunt being used before, but I thought it was good enough to bring to your attention. L. E. Fralley says it has been used with success for those who wouldn't pay their bills.

"Dear Customer:

Will you please send me the name of a good lawyer in your Community? I think I may have to sue you."

Well, it might "bring them out of it." I thought the Report for November was very good.

Very truly yours,

Bill Lamme,
LaCleda, Missouri.

Another REPLY-O LETTER Success!

1 Client

U.S. Camera MAGAZINE

We use Reply-O-Letters throughout our entire renewal series starting one month before expiration. Results are consistently good.

2 What it is

Your return card or envelope occupies the "fill-in" spot on a Reply-O Letter.

Blank Publishers
Any Town, U. S. A.

Mr. John Jones
123 Main Street
Hometown, U. S. A.

SEND THIS IN

3 Why it ups returns

Reply-O Letters make replying easy. No signature is needed and the return form never gets lost; it's right before the reader saying "Mail Me."

U.S. MAIL

Blank Publishers
Any Town, U. S. A.

4 Prove it yourself

The result files of Reply-O Letter users are truly impressive. If you're looking for the most effective way to get inquiries, orders or answers to questionnaires—thru the mails—see what Reply-O Letter offers you.

Write for samples today

The REPLY-O PRODUCTS Co.
New York 11, 150 W. 22 St. CHelsea 2-5575
Chicago 1, 215 N. Michigan Ave. FRanklin 3859

Which will you have?

NAMES

or PEOPLE

Names come to Life when you rent lists of individuals with known mail-buying habits.

We know the names list owners circularize to get their customers. And we know why some lists pull better than other lists that appear to be much the same.

Give us a word-picture of your "average" prospect. We'll let you know the lists where you'll find this man — and hundreds of others like him.

D-R SPECIAL LIST BUREAU

(Division of Dickie-Raymond, Inc.)

80 Broad Street

Boston 10

ADVANCE REPORT on a C-by-M

Dear Henry:

Because our insurance group has cancelled its 1945 sales conferences, as requested by the U. S. Government, we're having a mail meeting in February.

Our "Conference News", a simulated newspaper mailing to all salesmen, is preceded by two teaser postcards. To help insure attention to the mailing, each individual salesman's copy of this newspaper carries his own name in the headline.

Subsequent mailings are being devoted to the development of the "world's best poker hand", which will be tied in with the program. A giant "royal flush", one card with each mailing, will go to each salesman. Although these devices are used to hold interest, our meeting is a serious and practical one.

Paul Parkinson, Adv. Mgr.
Hardware Mutuals
Stevens Point, Wisconsin.

Reporter's Note: This is our first report (since the convention ban) of plans for a 1945 Convention-by-Mail. We hope to have others in the near future. This one, however, is not unexpected, since Hardware Mutuals was one of the first organizations in the country to stage conventions by mail. They have continued to do so during the war. Results have been very satisfactory.

IF YOU WANT TO RENT A HOUSE ASK THE MILKMAN

A permanent resident of Washington found a furnished house a couple of weeks ago for a friend who was moving his family to the capital.

"How did you do it, in that dizzy overcrowded town," queried the friend.

"I just asked my milkman. He knows when families are going to move, and has built up quite a little real estate business on the side."—*Nation's Business.*

Reporter's Note: Maybe there's an idea there for list builders.

JOBS WANTED, MAIL

A FILE OF FACTS in quick, easy reference form . . . answer daily questions in Direct Advertising Work. No salary. Write Box DA, United States Envelope Company, Springfield 2, Mass.

- ☐ **How to Keep a Mailing List Up to Date**—through proper use of "Instructions to Postmaster."
- ☐ **Envelope Specifier**—showing standard types and sizes of U. S. E. Envelopes.
- ☐ **War-Time Standardization of Commercial Envelopes**—showing the latest sizes, weights and packing regulations.
- ☐ **Postal Delivery Zone System** and how to use it.

For free copies, mark and pin this ad on your letterhead.

U.S.E envelopes
ESSENTIAL COURIERS
IN WAR AND PEACE

Not So Dumb

Wife: "John, will you match a piece of silk for me on your way home from the office?"

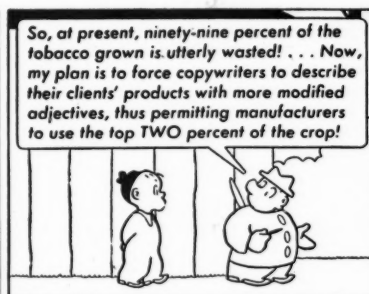
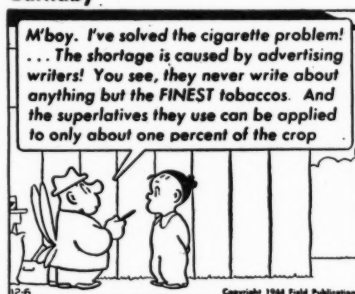
Husband (with a bright idea): "Oh, do you mean at the counter where that very pretty blonde works? The girl with the big soulful eyes and—"

Wife: "On second thought, I won't bother you. It's not fair of me to ask you to do errands for me after your long day's work." From *The Balance Sheet*, h.m. of South-Western Pub. Co., Cincinnati, Ohio.

KIDDING ADVERTISERS

We liked the Barnaby cartoon which appeared in a recent edition of *The Chicago Sun* and the *New York PM*. So we asked permission to reprint. Permission granted. Here it is.

Barnaby



By **Crockett Johnson**

A MAILING PIECE

which has stirred up A STORM

Hurrah for S. A. Mullikin, sales manager of The Schaible Company, Summer Street, Cincinnati 4, Ohio. He has produced a beautiful 4-page, 3-color folder which kids the pants off the overly enthusiastic postwar advertisers.

Everybody seems to be advertising some sort of a postwar dream . . . the car of tomorrow, the garage of tomorrow, the house of tomorrow, the bathroom of tomorrow, etc., etc. The danger is that many consumers are beginning to believe that they will have to change their lives after peace has come. Nothing will be the same. Most sensible merchandisers know that changes will come very gradually. Most manufacturers will start manufac-

kitchen of tomorrow . . . where all work is eliminated.

We are reproducing the photograph which appears on the inside spread. Copy adjoining gives amusing description. The back page describes how the idea came into being and concludes with this very sensible deduction:

Conclusion (Thank Goodness!)

Having taken our shot at this nightmare design, we are passing it on with the hope that somehow it will set off a growing barrage of verbal shots fatal to all nightmare design—and a barrage of ridicule to curb even the nice dreams in magazines that build fantasy and false miracle-hopes among home-buying prospects. And until periodicals distinguish between fact and fantasy in their stories, we

promised for "tomorrow". But we know that "tomorrow" covers a lot of ground, even including the never-never land. So let's look forward with a practical eye.

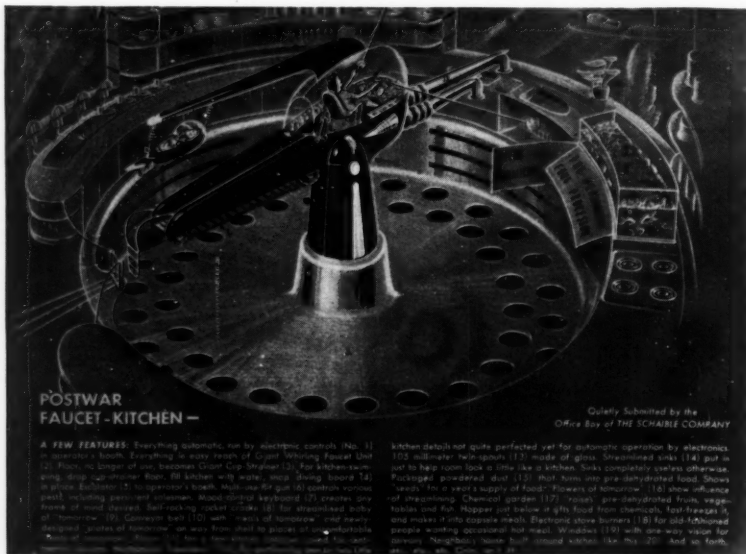
Customers visiting our plant since the original sketch of this kitchen was placed on a wall, have been so amused and impressed by its debunking possibilities, that they have invariably asked for copies. So if you would like a copy of this folder (or of the kitchen illustration only) for your wall, or copies for your organization and customers, please let us know how many you could put to good use. Please do not over-order.

What You Can Count on From Us

At the earliest time permitted, we will first produce greatly increased volume of refined prewar models, and improved Gate, Radiator and Air Valves taken over from other companies just before the war. Then we will add altogether-new items and newly-designed existing items to round out a very complete line of high-quality brass goods.

The mailing was originally designed and produced for The Schaible Company's own trade. It was mailed during January to wholesalers of heating and plumbing and to manufacturers of kitchen cabinets and sinks. Response was immediate. Many thousands of extra copies have been and are being supplied on hundreds of requests from dealers, but the idea has spread further than that. Other manufacturers have asked for copies to distribute to their organizations. The idea has spread to other related fields, such as construction, house furnishings, hardware, appliance, etc. Business men of all kinds have been shown copies by their friends and have asked for extras. And what's more, magazines in many related fields, and even radio stations and newspapers, have asked for further details in order to produce special features.

It is an excellent example of how humorous Direct Mail can be used to put over an unusual idea.



□ **BETTER SELLING BY BETTER LETTERS** . . . a new book by Martin H. Perry of London, England. (He authored the "So—You Want to be a Private Secretary" book.) Sells for about \$2.50 in this country. Mr. Perry has built up quite a reputation as a letter writer in England. In telling us about the book he writes: ". . . it is possible that a good deal of this will sound like old history to you, but remembering how far we are behind in England in the use and appreciation of letters as an aid to increasing sales, you will understand that much of it will be new to the majority of our business executives and all of it will need repeating many more times." Which, of course, is a compliment to American letter writers. Wonder if Mr. Perry would feel that way if he could see some of the ponderous letters still being mailed out by reputable firms over here.

The book contains two ingenious charts . . . one shows "how to think" when writing any type of business letter; the other is a complete chart of a Direct Mail Advertising campaign. It also includes many examples of actual letters. An easy-to-read book which we found interesting and helpful.

PAGING JULES PAGLIN

Courtesy to customers is especially prized in these "Don't you know there's a war on" days. This letter from Claud S. Gordon Co. of Chicago has made an extremely favorable impression on its recipients:

October 19, 1944

S. Morgan Smith Company,
York, Pa.

Gentlemen:

When a friend helps us on with a coat, we smile and say "Thank You." If we drop something and someone picks it up for us, we practically burst with gratitude.

Strange?

Strange that when we get into business there are so few "Thank You's".

You just did something pretty important for us—important because we think so much of this business that it gives us a tremendous amount of pleasure to see it grow that way.

I just want to write you personally, telling you that we appreciate your order, and say "Thank You", and we hope you will continue sending us your orders.

Very truly yours,

Claud S. Gordon Co.
C. S. Gordon,
President.

Reporter's Note: We snitched above item from the always good "Letters" h.m. of The Wolf Envelope Company, 1749 East 22nd Street, Cleveland 1, Ohio. We couldn't help thinking of Jules Paglin of New Orleans who has preached this "thank you" gospel for years and years. Let a customer get behind in his payments and the credit manager yells bloody murder in letter after letter. But few firms, in spite of Paglin and *The Reporter*, practice the obvious goodwill technique of thanking the customers who order and pay promptly.

WE AGREE

1945 Had Better Learn to Talk Fast: Recently in an orientation speech to a group of soldiers the suggestion was made—"You are citizens of a country where your voices can be heard. Speak up and make your wishes, your questions, your likes and dislikes known to your government."

In the question period that followed, a soldier raised a query that seemed to be troubling many. He said—"How can we make our voices heard and our opinions felt?"

Professional moulders of public opinion know the methods, but the vast majority of the public does not. Writers can render a service to this public by educating its members in the many avenues of expression open to it. The average citizen knows he can express an opinion with his vote, but he knows nothing of the power of a letter or telegram to his Congressman or Senator on important legislation, or even to the President of the United States. He does not know that he has the right to attend meetings of his town council, and to speak up in them. He is shy about writing letters to the local press. He does not know that his voice raised even in friendly argument in private homes, or trains, or camps, or wherever people congregate, becomes multiplied a million-fold until it is Public Opinion.

He should be told.

From Writers' War Board Report
122 East 42nd Street
New York 17, N. Y.

Expediting Mass Direct Mail is Extra Important

these days!

It takes longer, under war conditions, to get Mass Campaigns into the Post Office.

To help speed getting okays from list owners and enlisting their cooperation, the MOSELY ORGANIZATION has a SPECIAL EXPEDITING DEPARTMENT to keep behind list owners for you and to get fastest action possible under abnormal war conditions. It can't do the impossible but its "batting average" is good!

It's a valuable EXTRA MOSELY SERVICE . . . at NO EXTRA COST to You!

Dept. RDM-1

MOSELY SELECTIVE LIST SERVICE

Mail Order  Headquarters

38 NEWBURY STREET
BOSTON 16

"MOSELY has the MASS MAIL MARKETS"

AHREND

SPELLS SUCCESS

in Direct Mail Advertising

Ahrend Analyses, Artwork, Adcopy et al—

Help you Harvest a Host of

Replies—Returns—RESULTS! Reasons enough why

Enterprising Executives Eager for Extra Earnings,

Now and in the post-war period,

Demand D. H. Ahrend's Distinctive, Dynamic Direct Mail.

For experience-backed planning and expert execution of profitable Direct Mail Campaigns . . . builders of sales and good will . . . GET IN TOUCH NOW WITH

D. H. AHREND Co.

52 DUANE ST., NEW YORK 7, WO 2-5892

REPORTER Study Courses....

Can be used to good advantage by:

1. Newcomers in the Direct Mail field . . .
(to give them a complete background of Direct Mail Advertising knowledge)
2. Oldtimers . . .
(to brush up on all the tried and proven formulas of Direct Mail Advertising)
3. Students . . .
(to help them grasp the possibilities of Direct Mail Advertising)
4. Sales and Advertising Executives . . .
(who could give it to their assistants or secretaries to study)

This easy to digest Study Course in Direct Mail Advertising is packed with facts . . . not theories. Twelve leading advertising men wrote the twelve big sections. It covers Form and Uses, Selling Facts, Management, Appeals, Letters, Direct Selling, Design, Production, Copy Writing, Research, Retailing, and an analysis of all the ideas and formulas developed in our Direct Mail School.

473 pages of 8½" x 11" manuscript, including fifty plates of charts, illustrations and examples of correct technique.

Get your Copy while Copies are still Available . . . at the very special price of \$18.50. (Sold originally for \$30.00.)

THE REPORTER

17 E. 42nd St., New York 17, N. Y.

BLACK MAIL

is now available in standard book stiff cover format. Price \$2.00 at your book store—or you can order through

THE REPORTER

17 East 42nd St.
New York 17, N. Y.

POSTWAR LITERATURE FOR DEALERS IS OUT OF STEP

We have examined literature issued by eight manufacturers for the postwar edification of their retailers. Too much of it is far over the heads of most retailers. Too much of it is starry-eyed; too much of it is overly ambitious; too much is couched in terms of revolution rather than evolution; too much of it is of the five-year planning type whereas most dealers plan only a season ahead. This kind of literature needs some bringing down to earth.

Reporter's Note: From the always good Grey Matter, h.m. of Grey Advertising Agency, Inc., 166 West 32nd Street, New York 1, N. Y. To which we say "amen." See item in this issue about "Tomorrow's Kitchen."

GRIDLEY ADAMS EXPOUNDS ON LENGTH OF LETTERS

My dear Henry Hoke:

Recently *The Reporter* carried an article by Howard Dana Shaw to the effect that "nobody reads long letters." So said the executives of a large company for whom I was framing a Direct Mail campaign when I showed them my letters of two and a half pages each. But, as I had just talked with 75 or 80 prospects I thought I knew better, and shot the works. The result: actual sales over the previous year's record of 81 per cent! Again: I had a boss who advised "short letters and wait for bites." On a business trip for this house, on my last call, in a mid-West city, I found the sales manager out, so I asked to see the president, and to him I outlined my proposition. After a few minutes he passed me a small pad and asked me to jot down my proposition so he could pass it on to the business manager upon his return. At this I asked if I might dictate my proposal to the b.m.'s secretary. This was granted. Upon finishing my dictation I told her I would not wait for her to transcribe it, as I was catching the first possible train for New York.

Four days later there arrived at the company's office my four-page letter written single spaced, while across the bottom was the business manager's notation and his signa-

ture. The notation read, "Proposition accepted." Just as there is no limit to the number of pages of a "best seller" as long as you can sustain the reader's interest ("Gone with the Wind," for example), there is no limit to a sales letter, provided you can continue to intrigue the recipient's interest.

A letter proposal must do either one of two things—tell the story complete, or set the trap for a "come on." To wit: I once wrote a three-line letter to six of Manhattan's biggest presidents or vice presidents. From five of them I received a brief reply running, "Please call my secretary for an appointment." My three-line letter whetted their curiosities over what I had back in my head, for my letter was merely an intimation. I had no business directly with these top-notchers, but when they directed me to the department heads with whom I expected to deal, these d.h.'s knew I had been sent to them from the heads of their concerns.

In the entire realm of business there is no science that equals the ability to project one's personality and proposition through the medium of the written word; a science that is, at the present time, almost nil. I am just beginning to learn.

GRIDLEY ADAMS.

□ **PROMOTING LETTERS.** Roderick Friend, Special Service Department of the Unity School of Christianity, 917 Tracy Avenue, Kansas City, Missouri comments favorably on our special article in last month's *Reporter*, devoted to better and more letters for service men. He reports that the Unity School prints cards every three months and displays them in Kansas City street cars and buses. Copy for the current card reads as follows:—

WRITE TO YOUR LOVED ONE IN SERVICE TODAY

Put into your letter a touch of home, a note of cheer, the assurance of your love for him, and your faith in God's protecting power. Remember that God walks beside him, guides his way, through every moment of his day.

THE REPORTER

CLASSIFIED ADS

COPY

A SURVEY of readership or radio listeners tells whether or not your advertising is read or heard. ANALYSIS tells WHY or why NOT. C. Beach, 8914 La Salle Blvd., Detroit 6, Mich.

EQUIPMENT

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments — Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

HELP WANTED

YOUNG MEN: A well-established direct-mail agency in New York City, preparing for post-war expansion, has openings for several young men.

No worldbeaters, just men of ordinary intelligence and ability, but they must be agreeable, dependable, ambitious and willing to learn.

Manufacturing as well as personal service is involved, so they must be prepared to get their hands dirty on occasion. Those who prove adaptable will be taken into the firm. Starting salary about \$30. Box No. 121, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

LETTERHEADS

EVERY EXECUTIVE SHOULD READ "Letterhead Design and Manufacture," by Fred Scheff, 225 pp., 8½ x 11, 125 illustrations. "EXCELLENT" Printers' Ink. Mail \$5.00 to Fredericks Co., 68 Nassau St., New York 7, N. Y. Money refund guarantee.

MAILING LISTS

50,000 ORIGINAL COUPONS all late 1944. Never used. Each paid to have hand-writing analyzed. Intelligent and literate clientele. Mostly female. Sure to bring results. \$5.00 per M for 30-day rental. Gloria May, Box 657, Newark 1, N. J.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

SPECIAL

IF YOU LIKE THIS ISSUE . . . and if you are not a regular reader of *The Reporter*, you will be doing yourself a big favor by subscribing now. Rate \$3.00; Special Two-Year Rate \$5.00. *The Reporter*, 17 East 42nd St., New York 17, N. Y.



We can address 300M Envelopes Weekly

5.00 Per **5.00**
1000

TRADETYPE CO.

MU-4-0444

THE REPORTER

☐ **DIRECT MAIL PLANNING CALENDAR.** Produced by Hooven Letters, Inc., 352 Fourth Avenue, New York 10, N. Y. A handy 8½"x11" chart for listing all your 1945 mailings. One side shows a 1945 calendar with space for the outline of your proposed schedule. The other side is for keeping a record of the details of your mailings. There is space for the key number, date of mailing, the list used, quantity mailed, and description of letters, enclosures, etc. A very practical idea, and the chart would show at a glance just what had been accomplished for the year. Horace H. Nahm, President of Hooven Letters advises us that he will be glad to send copies to *Reporter* readers.

☐ **WATCH OUT.** This reporter learns that a number of illegal mail order publications are springing up at various points throughout the country. It is some sort of syndicated dealer racket, whereby individuals at various points are urged to get into the mail order business and publish their own mail order magazine.

We have secured evidence that in some cases those who subscribe to these magazines and send in a subscription check never receive the magazine ordered. If any readers of *The Reporter* have had such an experience, please send full details to us, including copies of letters you have written and your cancelled check. Post Office Inspectors are working on the case.

GUILD

SINCE 1899

LISTS

When you think of mailing-lists—think of GUILD

76 NINTH AVENUE
NEW YORK 11, N. Y.
Chicago Office, 7 So. Dearborn St.

ipi

pocket size
COLOR
GUIDES

They're easy to carry! Write today for free pocket size editions of IPI Letterpress Color Guide, IPI Offset Color Guide, IPI Everyday Specimen Book. Address nearest branch or International Printing Ink, Empire State Building, 350 Fifth Avenue, New York 1, N. Y.

A Bargain at \$8 an Hour!

Professional services available to steady users of mail literature. Plans, copy, lists and formats tested for profitable results. Strong on mail order copy that brings in the sweet, little checks. Rich background in the publishing, welfare, merchandise and service fields . . . 57 nice national references. Not married to any source of supply. Minimum monthly fee \$100. No single assignments, please. Services limited to New York area—or to clients who visit New York at regular intervals.

M. A. POLLEN

62 W. 47th St., N. Y. C. BR 9-7627

.....



THEY GET THERE
... FIRST!

The clear red, white and blue border is your guarantee that Tension Air Mail Envelopes will receive first consideration by the postoffice. Airmail arrives first, is opened first, is answered first.

TENSION KNOWS HOW!

TENSION ENVELOPE CORP.

Serving the Government and Our Civilian Customers

New York 14, N. Y.
345 Hudson St.

St. Louis 3, Mo.*
23rd & Locust

Minneapolis 15, Minn.*
500 South 5th St.

Des Moines 14, Iowa*
1912 Grand Ave.

Kansas City 8, Mo.*
19th & Campbell Sts.

*Originally Berkowitz Envelope Co.



PAPER

does a Job on the Automotive Front

One of the most tremendous necessities of War—as well as Peace—is transportation. Paper is vital to transmitting the printed, typed, or written words, that keep production lines operating efficiently in the great automotive plants.

The War has proved paper to be one of the most critical materials. Paper

mills must continue to do things that they never before even imagined they could do. But out of this pressure of war are coming knowledge and experience. When Peace comes, these will be employed by International to make you even better papers than ever.

SAVE ALL PAPER...BUY BONDS

International



PAPER COMPANY

220 E. 42nd ST., NEW YORK 17, N.Y.

PAPERS FOR PRINTING AND CONVERTING

